

PM-USA ACTION GUIDE

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Dear fellow employees:

Certain people, certain groups, oppose smoking. They don't want us to smoke in public; they don't want us to smoke even in private! Half-truths, nontruths, and one-sided opinions are not uncommon among antismoking statements.

The PM-USA Action Program is designed to present another side of the smoking controversy. By definition, of course, Philip Morris people are biased. But in the program, and in the PM-USA Action Guide, we've tried very hard to tell the story in an unbiased way. We've tried to speak with the voice of reason against the so-often irrational voices that cry out against smoking.

We'd like you to join us in opposing the antismoking forces by speaking out with an informed voice of reason. Understand, however, that this is a completely voluntary program. Your participation or nonparticipation should be wholly based on your own convictions.

Look through your Guide. Get a better understanding of the issues. Then decide for yourself what role you'd like to play in helping to defend our industry.

Sincerely,

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Introduction

For years our industry has been under attack by groups who make their goals very plain:

- * To make smoking socially unacceptable for millions of Americans.
- * To legislate the cigarette industry out of business through higher taxes and by restricting the advertising, sale, and use of tobacco products.

As an industry, we've been far less vocal than our antismoking opponents. Only when the misconceptions and inaccuracies are corrected will the public have a clearer understanding of the issues that surround the use of tobacco. This guide is a first step in providing you with the information you need to begin helping us tell that story.

The PM-USA Action Guide focuses on two main areas:

- * Section 1--The issues
- * Section 2--Your involvement

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In Section 1, The issues, we'll cover some of the major issues involving the use of tobacco. Many misconceptions are clarified. The facts tell a side of the story that few people have heard. If, after reading Section 1, you decide that you want to take part in telling the story to the public, we'll show you how you can do it in Section 2.

In Section 2, Your involvement, we begin with the first and most important step in becoming an involved citizen: registering to vote.

Registering to vote allows you to make your voice heard by the people who write the laws that affect your job and your personal life. In this section, we'll also describe several things you can do as a citizen. These include writing letters to your elected officials and to newspaper editors, attending hearings, working on a political campaign, and inviting an industry speaker to give a presentation on tobacco before a club or organization you belong to.

We'll also show you how you can become involved in the Tobacco Action Network (TAN), an umbrella organization being formed to bring together and coordinate all segments of the tobacco family --growers, manufacturers, wholesalers, vendors, retailers, and allied groups such as restaurants. TAN will help the industry to defend itself better against attacks by antismoking forces.

As we've said, this is only the first step in the PM-USA Action Program. On a regular basis, you'll be getting news of interest to tobacco people. This will include issues of Tobacco Observer, a publication of the Tobacco Institute.

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If you'd like more information about any issue discussed in this guide, write to the Public Affairs Department. We'll be happy to supply you with reprints, bumper stickers, and answers to questions you might have.

The issues

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The smoking and health controversy

- * The case against cigarette smoking is not closed, despite what some in the antismoking movement might have everyone believe.

The Advisory Committee Report to the Surgeon General, issued in 1964, alleged that cigarette smoking was linked to the development of various heart and lung diseases. These claims were based largely on statistical associations. Statistics, however, can be interpreted in different ways by different people. The members of the Advisory Committee admitted that others, using the same data, might come to different conclusions.

- * The fact is, no one really knows what causes cancer or heart disease.

Cigarette smoking may or may not cause these diseases. We still don't know. A number of questions remain unanswered. These questions include:

1. If smoking causes lung cancer, why do most smokers not develop it?
2. Why do nonsmokers--people who have never smoked a cigarette in their entire lives--develop the same diseases that are alleged to be caused by cigarette smoking? And why do animals develop these diseases as well?

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3. What role does genetics play? Can a proneness to cancer be inherited?
4. Are disease patterns related to geography or nationality?
5. What role does environmental pollution, such as that caused by automobile exhaust fumes, play?

The tobacco industry spends more money each year on trying to find the answers to these and other smoking and health questions than all the voluntary health organizationa combined. These organizations, including the American Cancer Society, the American Heart Association, and the American Lung Association spend very little of their massive budgets on actual research. (The ALA spent only 1½¢ of every contributed dollar for research in 1977.) They prefer to spend most of their money on raising more money to pay for propaganda campaigns aimed at making our products unpopular, hard to get, or both.

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The story of tobacco

- * Attacks against the use of tobacco are not new.

From 1604 to the present, the use of tobacco has been under almost constant attack. Beginning with the pamphlet, "A Counterblaste to Tobacco," written by King James I of England in 1604 and continuing through to the HEW (Califano) - campaign against smoking in 1978, these attacks have not succeeded in stopping people from enjoying the pleasures of smoking.

- * America's roots are in tobacco soil.

Tobacco was our first agriculture, our first industry, and our first export. It even served as currency for a time in Virginia and elsewhere and played a key role in helping this country win its independence from England.

- * Throughout the history of tobacco, there have been those who would make unproved charges against the practice of smoking.

Smoking has been accused of causing everything from insanity and softening of the brain to impotency, tuberculosis, and gangrene of the foot. The latest charge against tobacco is that the health of the normal nonsmoker is somehow affected by exposure to tobacco smoke in the air. Numerous medical studies have failed to confirm this.

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Tobacco and the government

- * On matters involving personal behavior, the proper role of government in a free society is to inform, not to dictate.

Few matters have had so much publicity as the alleged health effects of smoking. Dr. Daniel Horn, Director of National Clearinghouse on Smoking and Health and an avowed opponent of the use of cigarettes said on November 3, 1968:

You could stand on a rooftop and shout, "Smoking is dangerous" at the top of your lungs and you wouldn't be telling anyone anything they did not already know.

President Carter and some members of his administration, including Dr. Peter Bourne, Special Assistant to the President for Health Issues, have stated their opinion that the American people have been "adequately warned."

The government is not satisfied that people, once informed, will usually decide what's best for them. Instead, they have interfered by widely spreading onesided information about smoking and health. They've interfered by encouraging lawmakers on federal, state, and local levels of government to pass excessive tax increases on cigarettes. They've interfered by encouraging passage of laws on when, where, and in what form a person may legally smoke.

(MacNelly cartoon--HEW paddywagon)

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Tobacco's economic impact

- * If people knew the facts about the significant role tobacco plays in our economy, support for antitobacco legislation would surely dwindle.
- * The tobacco industry is an industry relatively free from the effects of ups and downs in the economy.

This means that jobs in the tobacco industry, especially at Philip Morris USA are good, stable jobs. Our company is able to pay good wages, provide opportunities for growth and advancement, and provide employees and their families with one of the most comprehensive and generous benefit programs in American industry.

- * Cigarette smokers should not have to pay extra taxes for no extra services just because they choose to enjoy smoking.

In 1977, U.S. consumers spent an estimated \$17 billion on tobacco products (96% for cigarettes). Of the \$17 billion, about \$6 billion went to federal, state, and local governments as excise tax. This averages out to about \$105 for each of the approximately 57 million adult American smokers. This revenue is used to provide schools, roads, hospitals, and other vital services. These taxes are paid in return for no special services for the smokers who pay them. Moreover, these taxes are discriminatory because they fall most

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heavily on those least able to afford them, mainly lower-income smokers.

- * The tobacco price stabilization program is a loan program, not a subsidy as some would have people believe.

It's actually one of the government's least expensive and most successful farm loan programs. Without it over 600,000 small tobacco farm families could be out of business.

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Ambient smoke and the public smoking controversy

- * It's just not true that tobacco smoke in the air (ambient smoke) has been proven to harm the health of the normal nonsmoker.

Antismoking groups in recent years have come to realize that despite the "scare" campaigns of the past few decades, millions of Americans continue to enjoy smoking. This has caused them to try a new strategy. Lately they have been saying that tobacco smoke in the air somehow represents a health hazard to the normal nonsmoker. Numerous medical studies, including those by representatives from recognized antismoking organizations, have failed to confirm this.

Ignoring the overwhelming medical evidence against them, militant antismokers continue to urge legislators and other government officials to pass laws and issue regulations that would make smoking in public a crime.

- * Police have more important things to do than to arrest smokers.

Members of the militant antismoking groups such as ASH (Action on Smoking and Health), GASP (Group Against Smokers Pollution), and SHAME (Society to Humiliate, Aggravate, Mortify and Embarrass Smokers) ignore the problems such laws would cause police. There are more than enough rapists, murderers, muggers, and robbers around to keep the police busy.

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* Courtesy, not legislation can solve the problem.

It's clear that common courtesy on the part of smokers and nonsmokers is the best solution. Legislation that can't be enforced is no solution at all. And it takes the police away from their normal roles of protecting the lives and property of citizens.

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Your involvement

Registering to vote

Philip Morris employees have the right to get involved in helping to elect those public officials who best reflect their feelings about national, state, and local issues. They also have the right to vote yes or no on ballot propositions that may affect their lives and jobs. But before you can exercise your right to vote, you must register to vote.

If you don't register, you can't vote;
if you don't vote, you don't count.

We should all "count," but whether it's time to pick the president of the U.S. or the members of the local school board--those days when it counts the most--we can't be counted unless we're registered.

If you're not registered, register at your workplace when the PM Voter Involvement Program people set for voter registration. Or, complete the voter registration request card supplied with this guide. You'll get information by return mail.

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Citizen participation

Following are some key points to keep in mind about your participation in the political process:

- * Lawmakers listen and learn from voters. It's our job to speak to them.
- * As an individual, you can make your voice heard by the people who make the laws and run the country. You are heard through your votes, letters, phone calls, petitions, visits to officials, and volunteer work.
- * When you speak up, your voice will be heard--at any level of government. The closer to home, the more weight your opinion will carry.

Here are some ways you can begin taking an active role--ways to make the tobacco industry's voice heard, ways to make your voice heard.

Communications network

From time to time the Public Affairs Department will ask you if you are willing to volunteer your time to help defend our industry against those who seek to destroy it. When we need some action from PM-USA volunteers, here's what happens:

- * Senior Management will coordinate all actions to avoid conflict with work schedules.

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- * If Senior Management agrees, the appropriate manager will be notified of the request and issue a call for volunteers. (You will only be asked to volunteer after this procedure has been followed.)
- * The alert from the manager will clearly state what it is our employees are to do if they volunteer.

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Writing a letter to an elected official

When you feel like writing a letter to an elected official or an appointed one, for that matter--do it. Remember this, however: to be effective with the official, the letter doesn't have to be slick or polished. It needs only to be a sincere expression of how you feel. Don't copy someone else's form letter. Write in your own style on your personal stationery or plain paper.

Follow these suggestions to make your letter more effective:

- * Keep each letter brief. Stick to a single subject. If you want to cover two subjects, write two letters.
- * Use your own words, your own style. Lawmakers don't respond as favorably to mass-produced form letters.
- * Ask for his position on the bill.
- * Address your letter correctly. (The volunteer alert notice will give you instructions.)

Attending a hearing

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Most antismoking bills that pass, pass because nobody showed up to oppose them. When we do show up we often defeat such bills. Occasionally, the Public Affairs Department may ask you to volunteer to attend a hearing in your community. If we do you'll be given specific instructions well in advance

of the hearing and you'll be joined by other members of the tobacco family. In most cases you'll be asked to do no more than attend. Industry spokespeople will do the testifying.

Collecting petitions

One often used way to express support or opposition to a proposition is to circulate and collect petitions. As a citizen, you may want to sign a petition or even circulate one in your own neighborhood. No single name on a petition has the weight of a personal letter or visit, but the sum of hundreds and even thousands of names makes an elected official sit up and take notice.

Mailgrams and telegrams

Your elected official may pay somewhat less attention to a mailgram or telegram than to a personal letter. The telegram serves more as a reminder than a persuader. Nevertheless, when time is short, that's the way to go.

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Educating the public

There is another side of the story to be told; it's our job to tell it. Here's how:

Writing a letter to the editor

Writing a letter to an editor is an effective way of telling our side of the story to the public. Of people who read newspapers, 87%* read the editorial pages.

If you do decide to write, follow these points on writing effective letters:

- * Write tight--Boil your letter down. If you don't, the editor might and the point of your letter could be lost.
- * Focus sharply--Zero in on one or two topics. Covering too much ground may get your letter dropped in the trash can.
- * Walk tall, but walk softly--Be calm and be factual as you explain your side. Angry letters may get readership, but they rarely change opinions.
- * Sign your name--Sign your letter with your full name and address. Editors rarely print anonymous letters.
- * Use plain paper--Since this is your personal letter, use plain paper or your own personal stationery.

*Newspaper Advertising Bureau

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Telling our side of the story

Our industry rarely gets the opportunity to tell our side of the story. Because we seldom are invited to tell our side, it's necessary for us to seek out opportunities.

You may belong to a club or organization in your community. These organizations are often in search of new and interesting programs for their meetings and the offer of an interesting speaker or film from the tobacco industry would be welcomed.

The Philip Morris Public Affairs Department, the Tobacco Institute, and the Tobacco Tax Council all have interesting and well-produced slide presentations and films suitable for use at meetings of almost any group.

If you are interested in details, write the Public Affairs Department.

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Political participation in your state

Are you interested in seeing a certain candidate elected? Or defeated? The most significant thing you can do is to volunteer your time to help elect the candidate who comes closest to representing your views. The time you spend will be worthwhile, and may in fact make the difference between victory and defeat.

Check your local election officials or the League of Women Voters for names and addresses of candidates and political parties. Check on the measures and issues that will be on the ballot in the next election. Once you've decided on the candidate or party you want to work for, volunteer.

Once you volunteer you can become involved in any number of campaign activities. Here are just a few of the things you can do:

- * Work in a phone bank
- * Distribute literature
- * Work in a campaign headquarters
- * Hold a coffee or tea in your home
- * Circulate a petition
- * Work in your home
- * Canvass a precinct or neighborhood

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If you are interested in volunteering to work on a campaign and want to know more about the activities listed above, contact the Public Affairs Department, and we'll send detailed information.

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TAN

TAN is an umbrella organization formed by the member companies of the Tobacco Institute. Its purpose is to bring together and coordinate all segments of the tobacco family--growers, manufacturers, wholesalers, retailers, and vendors--as well as our allies. Together we'll defend our industry against attacks by antismoking forces.

TAN recruitment card

If you decide to volunteer, complete both sides of the card attached to this guide and return it to the Public Affairs Department. Note that the card lists the choices of things you can do if you decide to join. If you do, there is one additional special activity that would be most helpful: recruiting new volunteers. Many of your family, friends, and neighbors will be interested in learning about TAN. Tell them. Then give each an opportunity to complete an extra TAN recruitment card. Extra cards are available through the Public Affairs Department.

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